

Message Text

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ACTION COME-00

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R 191800Z DEC 77
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 1431
INFO AMCONSUL AMSTERDAM
AMCONSUL ROTTERDAM

UNCLAS LONDON 20598

TAGS: BBSR, NL, UK
SUBJECT: OPERATIONS MARKET RESEARCH: PACKAGING EQUIPMENT,
THE NEHERLANDS

REF: STATE 285959; USDOC 21857

1. THREE OF FOUR INVITED FIRMS SUBMITTED FORMAL BIDS.
MAKROTEST LTD. EXPRESSED INTEREST BUT WOULD WISH CARRY
OUT 250-300 PHONE INTERVIEWS AND UNSPECIFIED BUT INSIG-
NIFICANT NUMBER OF PERSONAL INTERVIEWS FOR 12,000 POUNDS
STERLING. WE DO NOT FEEL IT APPROPRIATE, THEREFORE, TO
CONSIDER FIRM'S INFORMAL PROPOSAL.
OTHER BIDS RANGED FROM 1,986 TO 2,540 POUNDS STERLING.

2. FOLLOWING SUMMARISES BIDDERS' PRICES IN POUNDS
STERLING, TOGETHER WITH SALIENT POINTS:
A. INTERNATIONAL MARKETING & ECONOMIC SERVICES (IMES),
2,250. IN PROPOSAL, FIRM QUOTES 1,500 PLUS EXPENSE
CEILING OF 750, WHICH LATTER FIGURE MAY PROVE LESS IF
EXPENSES FALL SHORT OF CEILING. STUDY WOULD BE COMPLET-
ED BY MARCH 22. PROPOSAL INCLUDES MINIMUM OF 30 INTER-
VIEWS COVERING MACHINE Y MANUFACTURERS, IMPORTERS, TRADE
ASSOCIATIONS AND TRADE PRESS, AND END USER INDUSTRIES
LISTED IN SPECS. FIRM HAS JUST COMPLETED TWO MAJOR
EUROPEAN STUDIES ON PACKAGING MACHINERY & PACKAGINQ
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MATERIALS (WITH SPECIAL REFERENCE TO FOOD AND BEVERAQES)
AND, IF AWARDED THIS CONTRACT, WOULD ASSIGN SAME CON-
SULTANT, DIRECTOR MALCOLM CHESLYN. IMES MAKES INTEREST-
ING POINT THAT ATTENTION MUST BE PAID TO IMPORTERS OF
MACHINERY (PARTICULARLY DISTRIBUTORS OF WEST GERMAN
EQUIPMENT) WHICH COMPRISE APPROX. 70 PERCENT OF TOTAL
MARKET. FIRM IS FAMILIAR WITH MAJORITY OF DUTCH MANU-

FACTURERS, LEADING IMPORTERS AND MAJOR PACKAGING EQUIPMENT TRADE ASSOCIATIONS. BROAD RANGE OF CLIENTS HAS INCLUDED FOREIGN GOVERNMENTS AND INTERNATIONAL AGENCIES.

B. TACTICAL MARKETING LTD., 1,986. FIRM ENVISAGES AT LEAST 42 PERSONAL INTERVIEWS WITH BALANCED COVERAGE ACROSS RELEVANT END-USER INDUSTRIES. FIRM RECENTLY EXECUTED INDUSTRIAL PACKAGING CONSULTANCY ASSIGNMENT AND PHARMACEUTICAL PACKAGING EQUIPMENT STUDY IN NETHERLANDS. GENERAL MANAGER OF FIRM'S ROTTERDAM OPERATIONS, JAN PLASMANS, WOULD BE ONE OF RESEARCHERS ALLOCATED TO STUDY; HE HAS 20 YEARS' FIELD EXPERIENCE AND CONNECTIONS IN ALL END-USER SECTORS DEFINED IN SPECS.

C. SALLINGBURY LTD., 2,540. FIRM PLANS CARRY OUT 40-50 PERSONAL INTERVIEWS AMONG END-USERS AND KEY SPECIALIST ORGANIZATIONS. CONSULTANT WHO WOULD UNDERTAKE THIS TASK IS AMERICAN, CHARLES D. KELLOGG, AND HAD EXPERIENCE WITH USDOC STUDIES SEVERAL YEARS AGO BEFORE JOINING SALLINGBURY. FIRM WOULD ALSO CALL UPON DUTCH CITIZEN, HANS ANKERMANN OF ROTTERDAM, WHO HAS VARIED WORKING EXPERIENCE AND GOOD KNOWLEDGE OF NETHERLANDS INDUSTRY STRUCTURE.

3. SUMMARY & RECOMMENDATIONS:

ALL FIRMS BIDDING HAVE USEFUL BACKGROUND AND EXPERIENCE
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IN PACKAGING AND/OR NETHERLANDS. TACTICAL IS LOWEST BIDDER AND HAS RECENTLY BEEN AWARDED LONDON AND PARIS ANNUAL CONTRACTS, AS WELL AS COMPUTER GMS FOR U.K. WE FEEL, HOWEVER, THAT IMES HAS SUBSTANTIAL ADVANTAGE DUE TO RECENT VALUABLE EXPERIENCE IN PERFORMING TWO MAJOR EUROPEAN STUDIES ON PACKAGING MACHINERY AND MATERIALS. (USDOC REFTEL COMMENDED IMES FOR ATTRACTIVE BID ON FY 1978 U.K. MULTI-STUDY CONTRACT.) SALLINGBURY IS HIGHEST BIDDER AND OFFERS 40-50 PERSONAL INTERVIEWS; ALTHOUGH IT HAS EXPERIENCE IN NETHERLANDS, FIRM HAS NOT RECENTLY WORKED ON PACKAGING STUDY THERE. IN VIEW OF IMES REALISTIC BID AT ONLY 264 POUNDS MORE THAN TACTICAL MARKETING, AND ITS RECENT EXPOSURE TO DUTCH PACKAGING SCENE, WE RECOMMEND IT FOR CONSIDERATION AS FIRST CHOICE, WITH TACTICAL FOLLOWING AS CLOSE SECOND.

4. COPIES OF BIDS BEING AIRMAILED DEC. 20.
BREWSTER

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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition History: n/a
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